

3. Brand North Carolina “The Creative State.”

For the last decade we’ve made significant strides in positioning the arts as essential to all that makes North Carolina a great place to live. But to brand North Carolina as “The Creative State,” we must build a greater public awareness and understanding of the connection of the arts and creativity to a brighter economic future for our state. And we must generate citizen consensus on the value that public support adds to the arts.

Artists, arts organizations, and all other stakeholders will need to discover, consider, evaluate, and implement Creative North Carolina not only as a brand but as a strategy to advance North Carolina in the global marketplace.

Providing citizens and visitors opportunities to learn about the state’s rich arts and cultural assets and encouraging participation is a primary goal. However, arts coverage in mainstream media is dwindling or non-existent. Three of the state’s largest newspapers have eliminated arts beat reporters, incorporating coverage into Sunday feature and living sections. The arts industry must look at innovative communication initiatives to replace this loss of coverage, while still working to convince the mainstream media of the value of arts reporting.

STRATEGIES

Form a statewide marketing consortium to position and market North Carolina as “The Creative State”- a destination for arts and culture and a national leader in creative economy work and branding. Promote the vital economic and social impact that the arts industry has on North Carolina.

Expand relationships nationally and regionally with the arts media and the travel press by hosting annual press tours of the state.

Place content and video in Facebook, YouTube, and other social media outlets to better connect with younger audiences.

Leverage media partnerships for constituents to participate with us in cooperative media and advertising opportunities.



Above: Patrick Dougherty of Chapel Hill has created monumental works—more than 200 to date—across the world combining his artistry and love of nature. Dougherty joins other internationally recognized artists such as novelist Charles Frazier and Ron Rash, jazz vocalist Nnenna Freelon, musicians Branford Marsalis and Doc Watson, potter Ben Owen, and actors Andy Griffith and Linda Lavin, who contribute to North Carolina’s reputations as “The Creative State.”

Pictured here is Dougherty’s *Sortie de Cave*, Jardin des Arts, Chateaubourg, France (2008). Photography courtesy Charles Crie.